



Minutes
Emery County Travel Bureau
August 6, 2014
Emery County Courthouse / Canyon Room
Castle Dale, UT

Attendance: Mike McCandless, Keith Brady, Jim Fauver, Joshua Rowley, Mark H. Williams, Tina Carter and Ray Jeffs.

Guests: Lamar Guymon

Excused: Ethan Migliori, Jonathan Hunt

Conducting and Welcome: Chairman Mike McCandless

1) Approval of Minutes: Dated July 2, 2014

Mark motioned to approve the minutes. Ray seconded the motion. **Motion passes.**

2) Discussion of Financial report: Tina Carter

Tina was able to pull up to date tax information from the website provided by Kevin from Sevier County. July's TRT totals were up from last year. TRCC is up a little from last year. The budget is looking good for the remainder of the year.

3) Update, Discussion and Possible Recommendation for Travel Board Member from the East (Tax Collecting)

Travis Bacon, General Manager of the River Terrace submitted his application for the Eastern Board Member position. Keith motioned to approve adding Travis to the board. Mark seconded the motion. **Motion Passes.**

4) Discussion and Approval of Advertising Requests:

a) Rocky Mountain Journal

The advertising package is \$7,500. With a UOT buy-in the price could be \$2,500. After discussion Mark motioned to table the item until the next meeting. Keith seconded the motion. **Motion Passes.** Rocky Mountain Journal has a few other options they would like board members to look over before the next meeting.

4) Update, Discussion and Possible Recommendations of the Following:

a) Film Related Projects: Mike received a request for another an episode of *Naked and Afraid*, they would like to film in September. There is also a documentary project to be filmed in September.

b) State Parks: Aaron Farmer will begin working at Goblin Valley on August 13th. He has been working at Kodachrome State Park. Mark would like to see the State Parks place a large sign at the turn to Goblin Valley. Currently there is just a small sign that is easy to miss. Keith will talk to Aaron about installing a sign.

c) Trail's Committee: The Trail coming from Huntington Reservoir will be engineered shortly. The BLM going with on Saturday to Saucer Basin to look at the slick rock area. There has been more visitation at Good Water than there has ever been before. The Forest Service has agreed to do a NEPA Study for the Des Bee Dove Trail. Nelco Construction is preparing a bid to rebuild the road 70 inches wide. The Epicenter in Green River Presented on trails to the West and the North of Green River. The bike club received a grant from the state to purchase a machine that builds single track trail.

d) Potluck: This month they will have two separate meetings. The information meeting will be held the second Thursday each month at 1:00 p.m. The action meetings will be the forth Thursday of each month at 4:00 pm. They plan to make changes to the destination Green River website.

e) EC Chamber: Neal Peacock spoke at their recent luncheon.

- f) **Museums:** The Arts Festival is at the San Rafael Museum until after the Castle Valley Pageant. The literary event at the John Wesley Powell Museum went very well, there were about 40 participants.
 - g) **Buckhorn Information Center:** The edited panels need to be sent to the designer to have corrections made. After review of the corrections the final panels will be printed.
 - h) **Tourism Development & Marketing:** Tina will create a rough draft travel guide, and gather printing costs for the next meeting. They discussed different possibilities to supply more specific information to visitors.
- 5) **Discussion and Possible Recommendations for Rourism (Rural Tourism)**
Mike, Tina, and a few other tourism directors had a meeting with the Utah Office of Tourism to discuss the problems with rural tourism. Most rural area's do not have the infrastructure needed to support tourists brought in by the national parks. They've identified 3 counties, Emery County being one of them, as test markets to research infrastructure building, better communication and marketing for the rural communities. There will be a meeting in September to meet with mayors, business and lodging property owners to discuss rourism.
- 6) **Discussion and Possible Recommendations for 2015 Go-West Summit:**
The fee for the Go-West Summit in 2015 is \$1200.00. It will be held in Colorado Springs, which will eliminate airfare costs. Tina would be partnering with Sevier County again. Mark motioned approval to send Tina to the 2015 Go-West Summit. Ray seconded the motion. **Motion Passes**
- 7) **Discussion of Old Business:**
The Utah's San Rafael Country Facebook Page has been created. Tina will complete an RFP for someone to admin our Facebook page and link it to Twitter and Instagram.
- 8) **Discussion of New Business:**
Lamar would like to recommend Dustin Carlson with Every Angle Films for upcoming projects.
- 9) **Adjourn:**
Meeting Adjourned